



March 10, 2014

Ms. Cari Eaton, Benefits Manager
Silver State Health Insurance Exchange
2310 S. Carson Street, Suite 2
Carson City, NV 89701

Dear Ms. Eaton:

This letter is to express Bob Murray & Associates' interest in conducting the Executive Director recruitment on behalf of the Silver State Health Insurance Exchange, should the Board of Directors decide to retain an executive recruitment firm. For over 25 years, I have brought a results-oriented approach to executive search. With a focus on providing quality service to public agencies in the Western United States, Bob Murray & Associates emphasizes personal contact with clients and candidates to ensure successful recruitments.

With a national network of contacts and unparalleled experience conducting successful recruitments for Executive Directors, Bob Murray & Associates is the West's premier executive search firm in terms of placing quality candidates. A significant portion of our process focuses on conducting thorough and confidential background investigations of candidates to ensure that nothing about them is left undiscovered. We have candid discussions with references who have insight into the candidate's experience, style and ethics; conduct a search of newspaper articles; and later, run credit, criminal and civil records reports on the top 2-3 individuals under consideration. This ensures that the chosen candidate will not only be an excellent fit with the Silver State Health Insurance Exchange but also that the selection will reflect positively upon your organization.

The consulting fee for conducting the Executive Director recruitment would be \$17,500 plus expenses. Services provided for the fee consist of all steps outlined below, including three (3) days of meetings on site:

- Step 1 Developing the Candidate Profile
- Step 2 Advertising Campaign and Recruitment Brochure
- Step 3 Recruiting Candidates
- Step 4 Screening Candidates
- Step 5 Personal Interviews
- Step 6 Public Record Search
- Step 7 Recommendation
- Step 8 Final Interviews
- Step 9 Background Checks & Detailed Reference Checks
- Step 10 Negotiations
- Step 11 Complete Administrative Assistance

The Silver State Health Insurance Exchange will be responsible for reimbursing expenses Bob Murray & Associates incurs on your behalf. We estimate expenses for this project to range from \$7,000-\$7,500. Reimbursable expenses include such items as the cost of travel; clerical support; placement of ads; education, credit, criminal and civil checks; and newspaper searches. Postage, printing, photocopying and telephone charges will be allocated.

Please understand that this is a preliminary proposal, and we would be happy to provide a more detailed proposal and pricing information at your request. Our process, our contacts and our experience will ensure you have a quality group of finalists from which to select your new Executive Director. Should you have any questions, please do not hesitate to call me or my associate, Sarah Kenney, at (916) 784-9080.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Murray". The signature is fluid and cursive, with the first name "Bob" and last name "Murray" clearly distinguishable.

Bob Murray
Bob Murray & Associates